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VENTURE VORTEX ANNOUNCES NEW MODEL FOR START-UP PORTAL

New York (March 8, 2000) – VentureVortex, Inc < <http://www.venturevortex.com> > announced it plans to launch the next generation of online communities for entrepreneurs and the venture capital industry in April 2000. The Vortex site is designed to help people dramatically compress the time it takes to plan, fund, staff and scale start-ups in the Internet or Hi-Tech market spaces. The company freely acknowledges that it plans to "slipstream" in the wake of the demand and online traffic created by small business portals such as Allbusiness.com, which recently was acquired by NBC Internet for \$225 million. But the key difference, according to CEO, Garnet Heraman, "is that the company aims to make venture creation a frictionless experience via its online strategy and by having its own private equity fund to invest in promising opportunities incubated in the expanding online community."

The Venture Vortex content strategy follows organically from the focus on eliminating the friction in company building: educate and execute. To educate, the company's Venture Roadmap (TM) lets entrepreneurs rapidly identify action items necessary for launching a robust start-up. The company has a strategic content partnership with the nation's leading online entrepreneurial community, [entreworld \(http://www.entreworld.org\)](http://www.entreworld.org), a service of The Kauffman Foundation for Entrepreneurial Leadership (<http://www.emkf.org>). This content insures that users of the Vortex site access to the highest quality content written by entrepreneurs for entrepreneurs including:

- timely business articles that give entrepreneurs a competitive edge
- real-life solutions to raising capital and finding strategic investors
- abstracts and research on entrepreneurship
- entrepreneurship support programs.

To execute, VentureVortex's affiliate program allows entrepreneurs to seamlessly connect to a select group of premium ecommerce partners in all areas relevant to launching a venture, including business planning, marketing, investment, human resources and infrastructure. Finally, the company's VentureBuilder (TM) tool set allows people to use this new insight to interact with Venture Vortex community members and cluster resources around a new venture. As Heraman says, "Only Venture Vortex lets entrepreneurs put their new found knowledge to use immediately via transactions that help them execute on critical steps in venture creation- that's the big idea behind 'educate and execute.'"

Other innovative site features for Venture Vortex 1.0 include:

- **My Ventures and Venture Dashboard**
My Ventures lets users organize and streamline all ventures that they're involved in. An entrepreneur's personal page on Venture Vortex that helps users multi-task efficiently. Venture Dashboard lets you control a single venture within the site. It contains an outline of resources and checklist of best practices for that particular venture.
- **Discussion**
The discussion area is a platform for connecting entrepreneurs to resource providers. By contributing to the forums online, service provider partners interact with potential clients and network with other members of the Venture Vortex community.
- **Venture Partner Q+A**
Allows service provider partners to leverage expertise for the benefit of the community and their own client development goals. Questions submitted by entrepreneurs are received by our in-house editor/moderator and are filtered to assure quality control. Partners then answer questions usually within 24 hours.

Future versions of the site will include innovative online collaboration tools that enable entrepreneurs and investors both to execute on more complex mission critical tasks, such as doing due diligence and building management teams.